

CACCI Partners with PCCI's U-ACT on I-MUST-PLUS Programme



The course speakers join the participants for a group photo at the end of the program.



Participants in the I-Must-Plus program listen to ITC's Rajesh Aggarwal.

The Universal Access to Competitiveness and Trade (U-ACT) and the International Trade Centre (ITC)-Geneva, with the **Confederation of Asia Pacific Chambers of Commerce and Industry (CACCI)** as its institutional partner, has successfully concluded the maiden run of the course on trade policy and negotiations held last September 7-11, 2009 at the Phinma Training Centre in Tagaytay City, Philippines.

Over 40 participants from the various industry associations, academe and government have attended the Institutionalization of Multi-Stakeholder Professional Learning and Universal Skills for Trade Policy and Negotiations (I-MUST PLUS) Programme aimed at educating private stakeholders on the various aspects of trade policy and negotiations, and on how to take advantage of the learning on the multilateral, regional and bilateral trading system.

About I-MUST PLUS

I-MUST PLUS is a non academic professional development programme of the Philippine Learning Centre for Trade and Investment Policy (PLACE) operated and managed by U-ACT in partnership with British Embassy Manila and the Philippine Chamber of Commerce and Industry (PCCI). The curriculum is built on existing

trade policy modules of reputable educational and training institutions worldwide through the expertise and extensive knowledge resource base and network of ITC.

Curriculum and Lecturers

The curriculum was composed of two tracks: a five-day extensive training and discussion on market access for trade in good, trade in services, intellectual property rights, ASEAN and regional integration, competition and investments and the private sector and the International Trading Environment; and a two-day for chief executive officers (CEOs), chamber leaders and heads of the different industry associations.

The lecturers for the respective courses were: **Rajesh Aggarwal**, OIC of the Business and Trade Policy Section of the International Trade Center (ITC- Geneva), **Mr. Guriqbal Singh Jaiya**, Director of the World Intellectual Property Organization (WIPO), **Mr. Philippe De Baere**, a reknowned international trade lawyer, Robert Anderson, Counsellor of the World Trade Organization (WTO), **Mr. Raul**, Cordenillo of the International Institute for Democracy and Electoral Assistance (IDEA) and **Ms. Donah Pinhao**, an independent consultant from Portugal.

Public-Private Collaboration

ITC's Rajesh Aggarwal said that collaborating with U-ACT was ITC's way of sharing news perspectives, insights and experiences of successful public-private collaboration from other countries.

"I hope that the programme will help you in your endeavor to enhance the performance of your businesses and encourage you to work alongside with your government to take full advantage of the opportunities presented by the rule-based multilateral trading system," Aggarwal said.

He also encouraged participants to take a proactive role in dealing with free, fair and equitable multilateral rules on major issues confronting the international community.

Donald G. Dee, U-ACT chairman and CEO, on the other hand, commended the U-ACT secretariat and the ITC for organizing such programme that caters to the need of the private sector, thus, becoming aggressive and competitive in the global market.

"We should never stop learning and educating. We intend to make this course sustainable so that private stakeholders will always be informed on the developments on the various agreements that we entered into," Dee said. ■